MULTIMEDIA UNIVERSITY

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FINAL EXAMINATION

TRIMESTER 2, 2016/2017

PWC1010 – WORKPLACE COMMUNICATION

(All sections)

8 MARCH 2017
2:30pm to 4:30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** printed pages with **2** sections.
2. Answer **ALL** sections.
3. Write all your answers in the Answer Booklet provided.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Conversation during an interview:

Jason	Good morning, sir!	1
Interviewer	Good morning. Please have a seat.	
Jason	Thank you, sir!	
Interviewer	Can you say something about your background?	
Jason	Yes, My name is Jason and I come from Johore Bahru. I'm the eldest in my family of three. I applied for this job because I need the money to support my family…Yes that's it. (he said hesitantly)	5
Interviewer	I see. Can you describe more on your educational background?	10
Jason	Of course, I studied in Tun Hussain Onn Secondary School in Johore and took my SPM in 2009. Then, I enrolled in University Malaya majoring in Electrical Engineering and received my Diploma in 2013. After that, I continued my studies for another two years and obtained my Bachelor in Electrical Engineering in 2015 from UTM.	15
Interviewer	Were you involved in any co-curricular activities there?	
Jason	Yes, I was the member of "Community Improvement Club". We were involved in helping the community near our campus when they were in trouble. Yes, (*he mutters while looking at his watch*) I really enjoyed myself providing my services to the people. (*Jason explains while looking at the carpet in front on the interviewer's table*)	20
Interviewer	Is that all?	
Jason	Yes.	25
Interviewer	What did you do after graduation?	
Jason	I tried to find a job but until now I still haven't succeeded.	
Interviewer	Alright, that should be enough for me to decide on the outcome of this interview.	
Jason	When can I know about the result?	30
Interviewer	If everything is okay, my secretary will contact you within two weeks. If not, good luck in your future interview.	
Jason	Okay…thank you.	

i. a What is wrong with the content of Jason's answer, "Yes, my name…my family (line 5-7)? 1 marks

b What could Jason have done to improve the content of his answer? 4 marks

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ii Rewrite Jason's elaboration from line 9 to 13 to improve it. 3 marks

iii Comment on Jason's explanation on his co-curricular activities:

a Is it impressive? 1 mark

b Why? Give four explanations to justify your comment. 4 marks

iv Why it is important for an interviewee to make a good first impression? 2 marks

Question 2 [15 marks]

Instructions: Read the following case and answer the questions that follow.

Petro & Gas Corporation, operating in Kuala Lumpur is a subsidiary of the International Petroleum and Gas (IPG) Enterprises, a UK-based company that has operations in several Asia and Middle-East countries. Petro & Gas Corporation employs around 300 workers from different races, cultures, religions and nationalities. The company's environment is very positive as the employees are able to work harmoniously and productively. A few years after the establishment of Petro & Gas Corporation Kuala Lumpur, the main office has decided to send the company's uprising executive officer to assume the Director position in Petro & Gas Corporation.

The new Director, Niel Carter is a competent leader and under his leadership, Petro & Gas Corporation manages to increase their revenue and establish a good stronghold in the petrol and gas industry in Malaysia. As he grew up in a western country, Carter believes in freedom of speech, and he has the right to say whatever he wants without thinking of cultural and race sensitivity. His way of thinking, his disregard to authority with addition to his outspoken nature has led to one of the biggest conflicts the company has to face recently.

Two years after working in Malaysia, Carter started to make inappropriate rants during meetings or any other company functions. Months of inappropriate rants culminated on the Independent Day in which he took it to his Facebook site and Twitter. He had uploaded rude and offensive posting several times before, but his current posting was racist, misogynistic (woman hater), offensive and incredibly stupid. His posting was seen by not only his employees, but also hundreds of thousands of people as it went viral overnight.

The netizens either shared the post or printed the post, and published it on their Facebook and Twitter and they also started to post their dissatisfaction about Carter on Petro & Gas Corporation official Facebook and Twitter sites. Women groups, various ethnic groups, and religious groups provided their member organisations and local media with excerpts from these racist and inflammatory comments. One group asked all of the customers of the company to cease purchasing from the company, even if it meant breaking current contracts. They stated that the company's union retirement fund should dump its stock or sue the directors.

Amidst all the pressure from the public, Petro & Gas Corporation and International Petroleum and Gas (IPG) Enterprises Board kept their silence in an

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attempt to distance itself from public controversy. However, it backfired as the public interpreted it as support for Carter's statements.

The Board has already tried repeatedly to stop him. After a previous rant, Carter had been reprimanded officially by the general counsel, told his use of Facebook was prohibited, ordered to take the site down, and instructed to cease using that kind of attention-getting hate speech. Even in spite of all the warnings – and the turmoil caused by his behaviour – Carter posts one more rant on Facebook and Twitter.

i	The problem that occured in the case study above can be avoided if the company ensures that all their personnel are aware of cultural sensitivity and observe it in any context and situation. In your opinion, how can cultural sensitivity lead to effective intercultural communication?	2 marks
ii	To be an effective workplace employee and communicator, what would be the THREE possible characteristics of a good and ethical communicator?	3 marks
iii	What should the company do in rectifying and improving the problem created by Carter? Provide FOUR (4) detailed suggestions.	4 marks
iv	Provide THREE advantages and THREE disadvantages of using social media as one of the medium of communication in the workplace.	6 marks

SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]
Instructions: Write a **memo** of about 200 words based on the scenario below.

"DC Global Venture" is a manufacturing company that deals with clients from Asian countries. The company has also started exporting its product to New Zealand as part of the European expansion plan. As the CEO, you notice that quite a number of your employees in the Marketing Department are not well versed in English. A few clients had to ask around seeking for clarification since the written information received from these staff was unclear and confusing. To maintain your company image and reputation, you want to suggest continuous training sessions for the whole department.

Write a **memo** to the department staff with a carbon copy to the Human Resource Manager and provide the reasons and necessary details for the training. You may invent any other relevant and necessary details.

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Question 2 [15 marks]
Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

You are the administration manager of YZL, a company that deals with providing foreign workers to local companies. You engaged a local contractor, Infinite Construction, to repair the drainage piping system in your office building. You were impressed that the repair work took only two weeks to complete. However, after only a few months, you realise that there are a few leakage points that have led to other problems. Some areas are soaking wet that the smell is unbearable. Write a letter of complaint to the manager of Infinite Construction demanding an apology and further repair work. You may invent any other relevant and necessary details.

End of Paper